



#5

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of: GRANT & MORGAN

For: APPARATUS AND PROCESS FOR EVALUATING SURVEY DATA

Filed: April 11, 2001

Serial No.: 09/833,199

Art Unit: 2161

Examiner: N/A

ABSTRACT

A method for determining an opportunities-to-see ("OTS") distribution of a schedule of print or television media, comprises the steps of generating individual OTS distributions based on loyalty and casualness, wherein loyalty is a representation of the probability that an individual will read a print publication or view a television program according to a binomial distribution, and wherein casualness is the ratio of the additional reach of a succeeding issue over the reach of its preceeding issue to the additional reach of said succeeding issue to an independent issue; and summing said individual OTS distributions.

09/833,199-0001  
FILED